

NIIW Objectives

- Work with State and local health departments and local coalition to develop and implement a local communication strategy to increase awareness of the importance of immunization and improve local immunization coverage rates as measured by the National Immunization Survey.
- Create a media event to increase national and local media interest in infant immunization.
- Provide a forum to pitch news stories, provide a media hook to interest local media in developing feature stories on the importance of childhood immunization, and create opportunities for local media interviews with immunization experts.
- Recognize partners/volunteers for their efforts in helping to raise childhood coverage.
- Create opportunities for local coalition building.